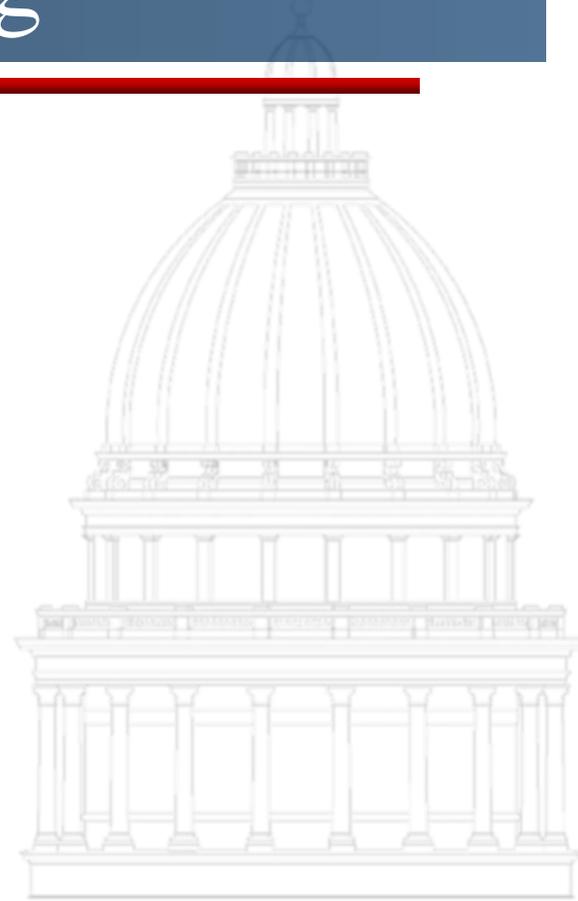
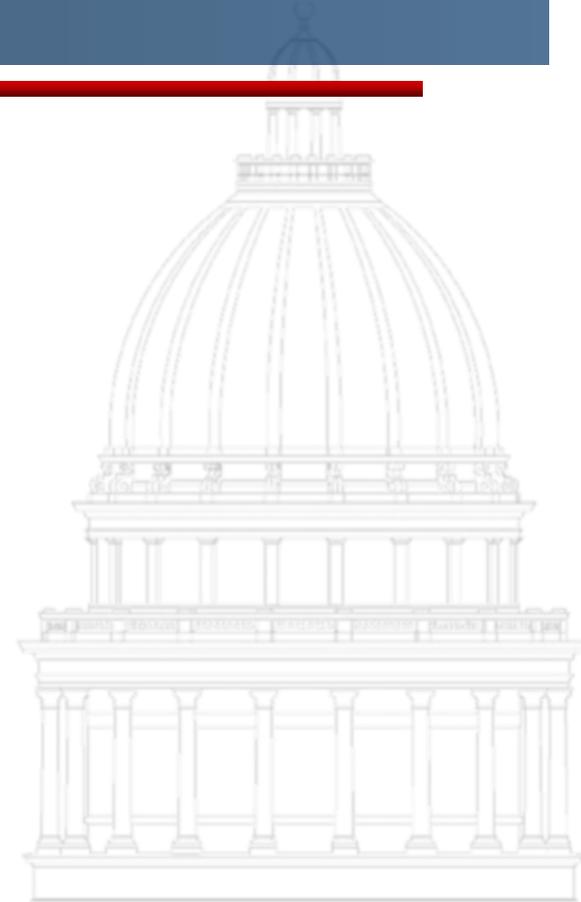

Performance Audit of Counties' Use of Tourism Promotion Funding

Utah Legislative Auditor General



Introduction

- Focus on TRT
- Other sources in Appendix A
- Sampled 8 representative counties

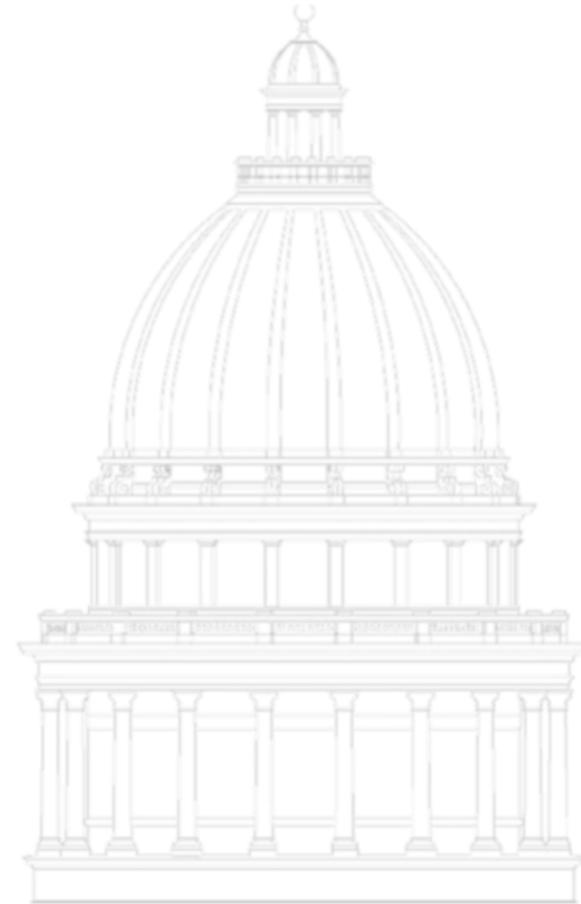


TRT Funds Can Be Used For Tourism Related Purposes

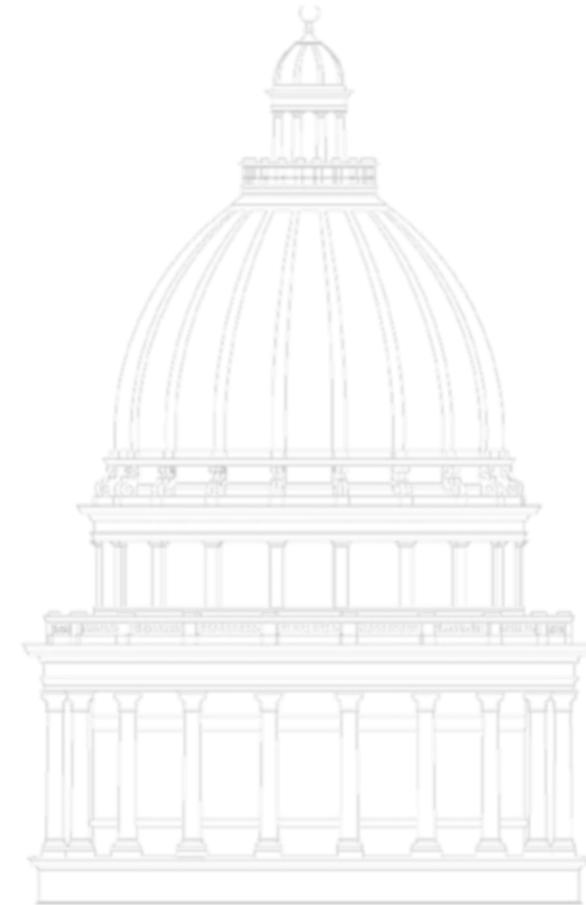
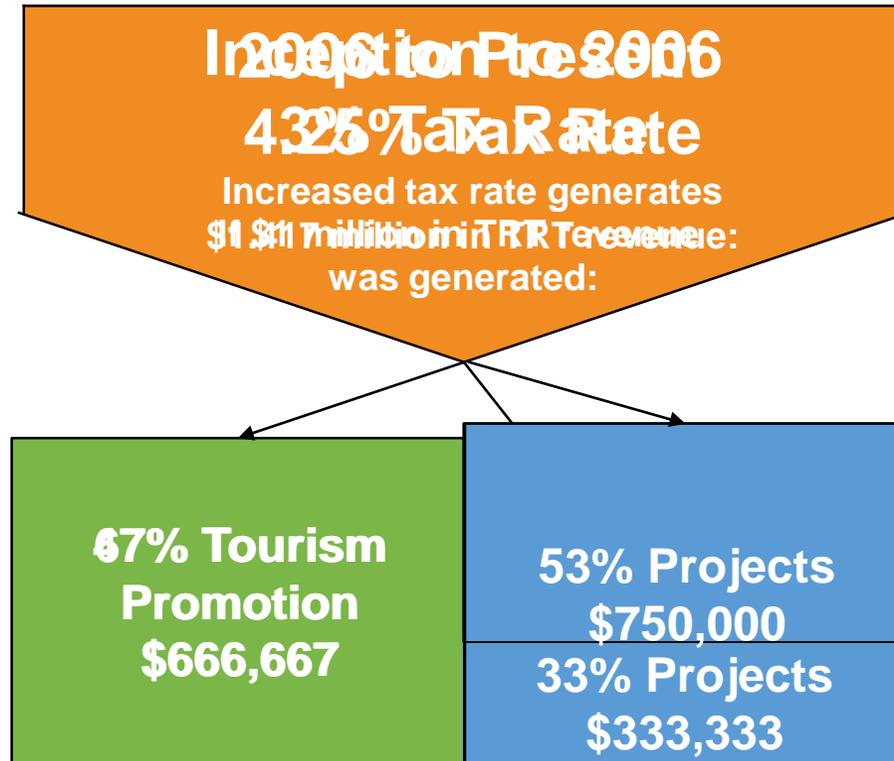
- ▶ Promotion
- ▶ Acquiring & Operating Tourism Sites
- ▶ Payments for Tourism Sites
- ▶ Mitigation

FOR MORE INFORMATION

Pg. 2



Promotion Requirements Have Changed



FOR MORE INFORMATION

Pg. 3

Statewide TRT Revenue Increasing

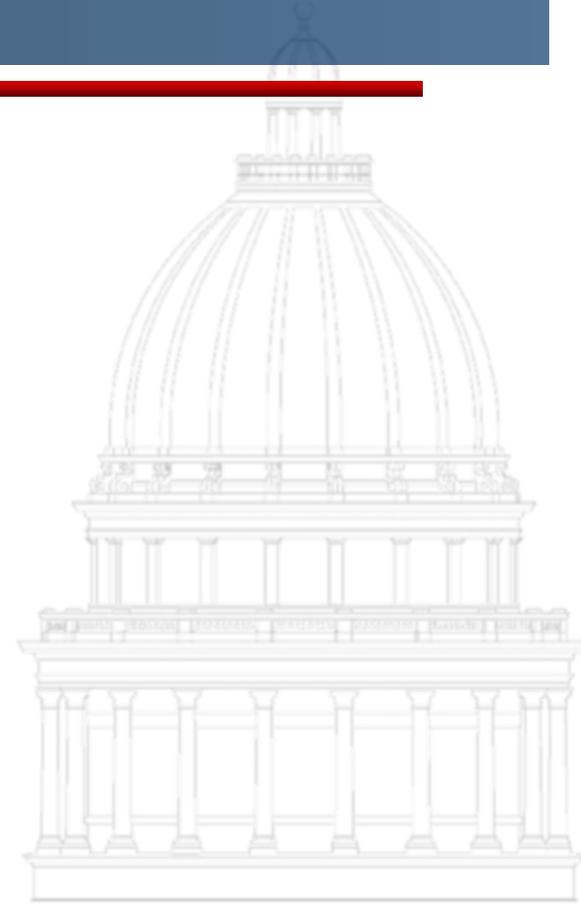
	2013	2014	2015	2016	2017	Total
Totals (\$ Millions)	38.8	42.4	47.2	52.5	59.4	\$240.3
Year to Year Growth (%)	NA	10	11	11	13	53%

FOR MORE INFORMATION

Pgs. 4, 35-36

Chapter II

Counties Are Mostly Compliant but
Some Seek Greater Flexibility

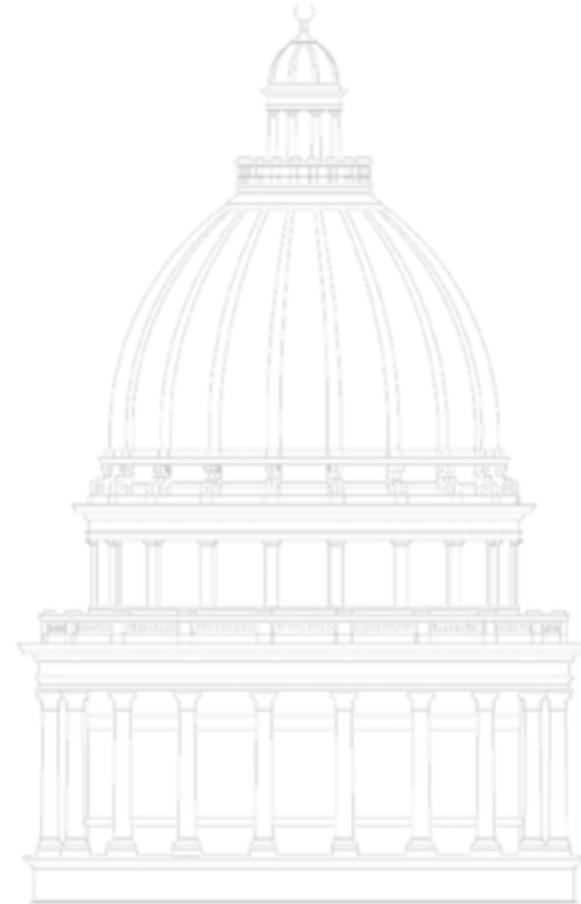


Two Types of Compliance Required

- ▶ Allowed Expenses
- ▶ Proportion of Funds

FOR MORE INFORMATION

Pgs. 7-10

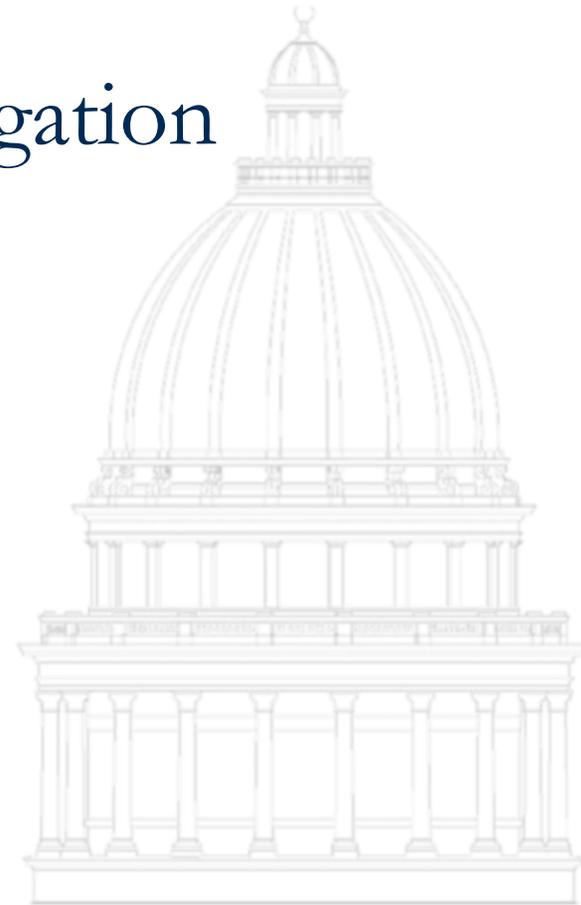


Counties Request More Spending Flexibility

- ▶ All 8 would like to be able to spend less on promotion
- ▶ National park counties would like more for mitigation
- ▶ Other states do not have this flexibility

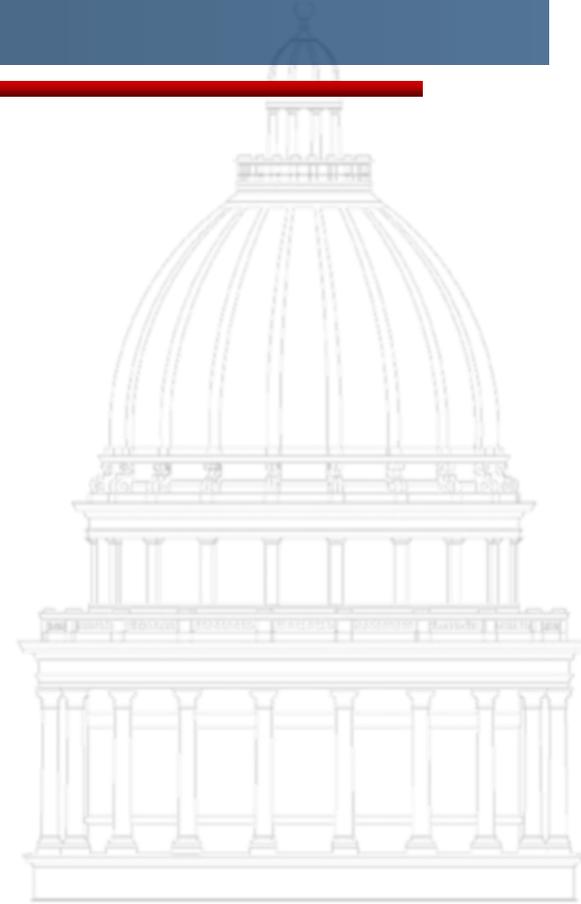
FOR MORE INFORMATION

Pgs. 10-13



Chapter III

Further Restricting County Usage of Promotion Funding Is a Policy Question

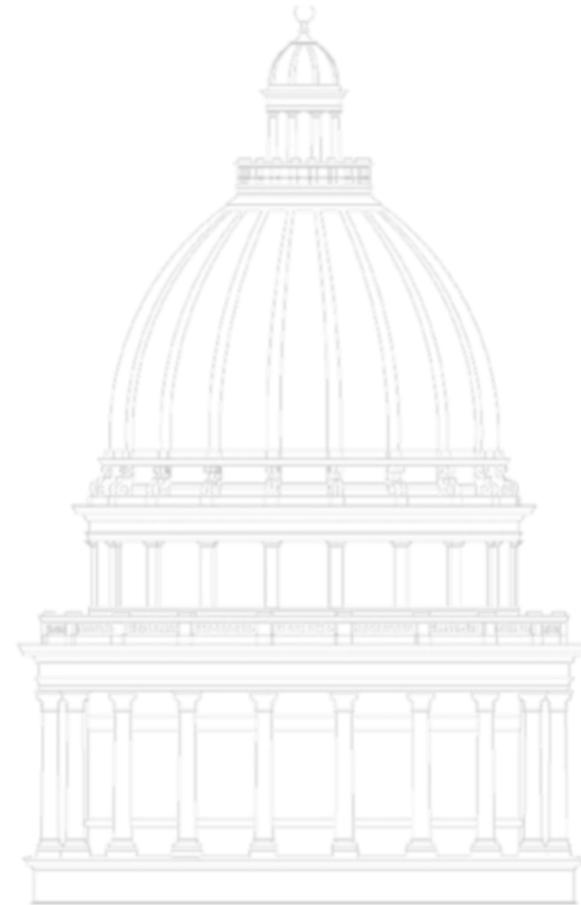


Past Legislators Defined Tourism Broadly

“Tourism promotion is something that brings people into the county from without the county...”

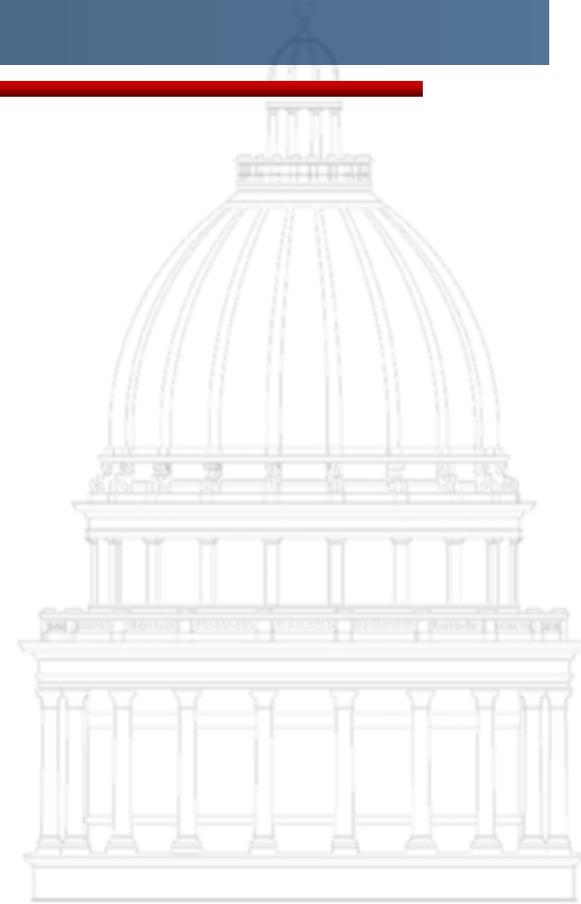
FOR MORE INFORMATION

Pg. 15



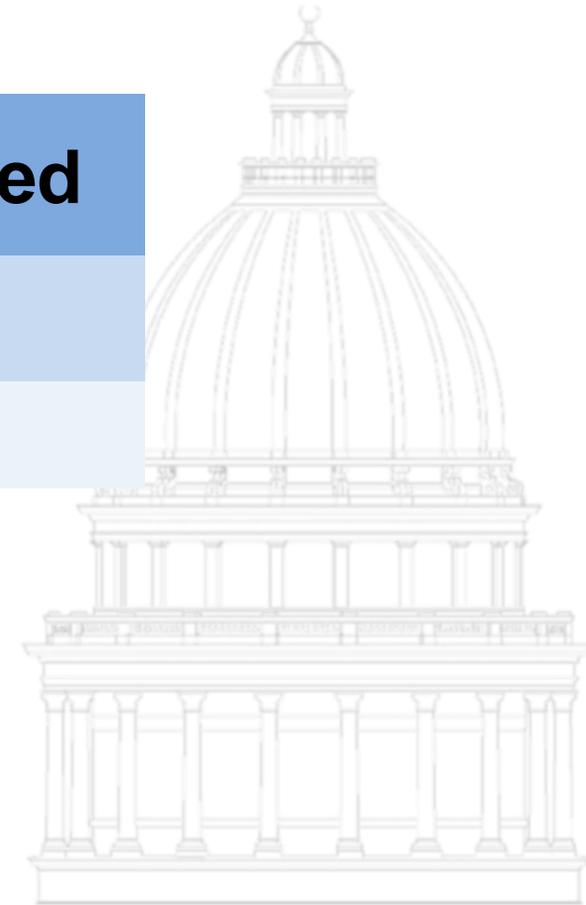
Chapter IV

Changing Report Requirements Could Increase Accountability



Few Counties Submit Required Reports

Year	Number Counties Submitted
2016	16
2017	3



FOR MORE INFORMATION

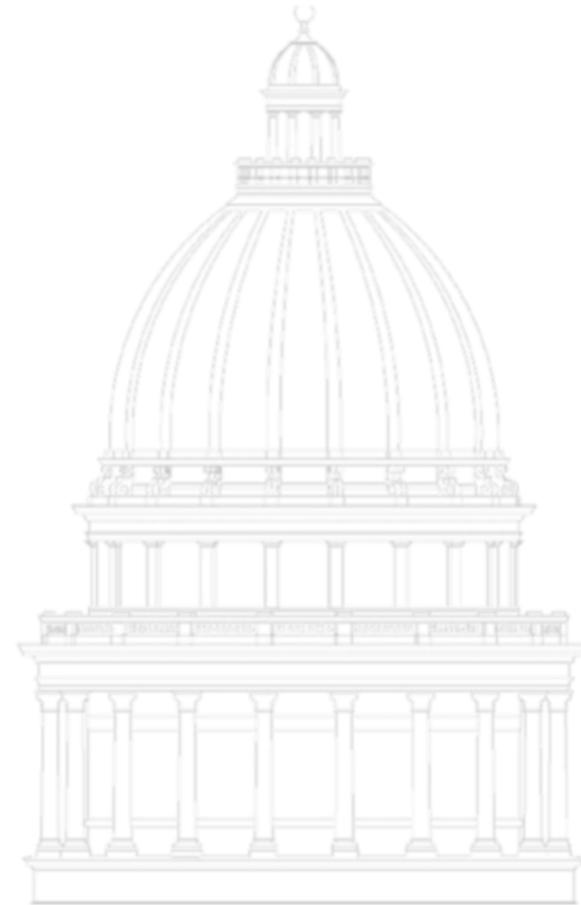
Pgs. 18

Report Changes Recommended

- ▶ Office of Tourism given oversight
- ▶ Follow-up for unsubmitted reports
- ▶ Report deadlines
- ▶ Additional metrics

FOR MORE INFORMATION

Pgs. 25-28



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